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# Extension Service Review



VOL. 2, No. 10

OCTOBER, 1931



TRAINING 4-H DEMONSTRATORS IN FOOD PRESERVATION

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## In This Issue

**M**AKING South Carolina beautiful from the mountains to the sea is the alluring goal of a beautification crusade undertaken by the home demonstration agents of that State. Lonny I. Landrum, State home demonstration agent, paints the picture of the farm women of 46 counties busy with the planting and nurture of beautiful and artistic settings for their homes. Outdoor living rooms and the possibilities they afford for enjoying the full charm of country life and living as presented by Miss Landrum strike a most responsive chord in the heart of the home lover.



ENTERING the market as late as October, 1930, the National Pecan Marketing Association, nevertheless, got off to a good start, with 13 local grading and processing plants in operation. This year with 24 local associations in the organization, the association, according to H. G. Lucas, its president, will handle 10 million pounds of pecans or about 20 per cent of the country's pecan crop. Mr. Lucas makes a strong bid for the business of the growers in every pecan-producing county.



"THE cow furnished the milk for the family and we raised the vegetables and chickens. We have had plenty of everything except money but we know now that when you have a plenty of everything around you, it doesn't take much money." So says Farmer Worth, of How River, in Jane S. McKimmon's graphic account of filling the pantry shelves of North Carolina. This is the timely live-at-home philosophy that is back of the determined effort of North Carolina's farm women and girls to put up against the coming winter two and one quarter million cans of home-grown fruits and vegetables. Who says they will go hungry in North Carolina in 1932?

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**N**EW YORK gives its farmers a highly personalized service on the planting of legumes suited to varying soil conditions. County agents and agronomy specialists combine efforts in a carefully worked out campaign to cooperate directly with from 200 to 300 farmers in each county and to obtain the introduction of legumes calculated to remain permanently in their rotations.

**A**SATISFYING dinner for four people for one dollar is the good news that Audrey L. Wiencken of Oregon sends us. The miracle dinner was one of several put on by 4-H boys and girls in Oregon's recent dollar dinner contest.



## On the Calendar

**T**HE Association of Land-Grant Colleges and Universities holds its forty-fifth annual meeting in Chicago, November 16-18. Director I. O. Schaub of North Carolina is chairman of the Committee on Extension Organization and Policy. The other members are Directors R. K. Bliss of Iowa, D. P. Trent of Oklahoma, C. E. Ladd of New York, K. L. Hatch of Wisconsin, and A. E. Bowman of Wyoming. The chairman of the subsection of extension work is Director J. C. Kendall of New Hampshire, and the secretary, Director C. A. Keffer of Tennessee.

National 4-H Club Congress during International Livestock Exposition, Chicago, Ill., November 27-December 4.

National Dairy Show and Exposition, St. Louis, Mo., October 10-18.

Southern States Regional Conference, Memphis, Tenn., November 10-13.

Appalachian States Regional Conference, State College, Pa., October 27-29 (includes Virginia, West Virginia, Maryland, Delaware, Pennsylvania, New Jersey, and New York).

**D**URING October and November, the Office of Exhibits will present the educational exhibits of the United States Department of Agriculture at the following events: Southeastern Fair, Atlanta Ga., October 3-10.

Virginia State Fair, Richmond, Va., October 5-10.

National Dairy Exposition, St. Louis, Mo., October 10-18.

State Fair of Texas, Dallas, Tex., October 10-26.

North Carolina State Fair, Raleigh, N. C., October 12-17.

Petersburg Fair, Petersburg, Va., October 12-17.

Arizona State Fair, Phoenix, Ariz., November 9-15.

American Royal Livestock Show, Kansas City, Mo., November 14-21.

International Livestock Exposition, Chicago, Ill., November 28-December 5.



# Extension Service Review

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## The Agricultural Adjustment Conference Idea

H. W. MUMFORD,

Director, Illinois Extension Service

**I** THINK it is safe to say that farming as a business has not adjusted itself to changing conditions as rapidly as has industry, and for several reasons: (1) It has not been easy to interpret the significance of the great industrial and economic changes that have been taking place in terms of their effect upon agriculture; (2) farming is an enterprise which is not susceptible to quick adjustment to changed conditions; (3) farming has always been looked upon as a stable business, the same yesterday, today, and forever.

It has seemed to me that some of the problems confronting our agricultural colleges and experiment stations calling for serious thought are, first, to keep the resident staff in close contact with everyday farm affairs, for it is easy in an academic atmosphere for staff members to drift away from a vital interest in such matters; second, to establish and maintain a rather intimate relationship with a considerable group of progressive farmers who are such loyal friends of the college that they will have the courage to point out, if necessary, the mistakes that they think we are making. There is a third problem of getting from highly specialized subject-matter departments whole-hearted support for attacking broad agricultural questions whose solution calls for joint action on the part of several such departments. Finally, there is the difficulty of securing acceptance of the fact that in all our work for agricultural betterment, the farm home is involved as well as the farm.

Several years of study and analysis by the College of Agriculture of the University of Illinois had developed certain facts with respect to the areas in Illinois over which rather definite types of farming predominate. While practically all types and systems of farming are to be found in every area, nevertheless certain rather definite differences

exist between areas, growing out of fundamental physical and economic differences, and these, it was realized, would have to be recognized in the formulation of any plans for agricultural development.

Having satisfied myself that our heads of departments were sympathetic and would cooperate, a plan was set up calling for two major conferences or meetings in each of the eight farming-type areas in the State. One of these meetings was designated an agricultural adjustment conference and was held in October and the other, an outlook meeting, held early in February. Groups or committees of farm men and women were invited to meet with college representatives, thus carrying out the conference idea. For purposes of discussion, it was decided for the first series of conferences, to organize into committees, each of which would give special attention to one particular subject.

### *Information Reviewed*

Prior to the actual conferences, staff members reviewed and assembled in booklet form available information having a bearing upon the question of farm adjustments in the various areas of the State. A booklet for each committee was prepared and made available at the conferences to each committee member, and subsequently a full set of booklets was furnished the farm and home advisers and the teachers of vocational agriculture. One or more members of the agricultural staff met with each one of these committee groups. Economic matters were stressed, and it has been demonstrated that there is a growing interest in and demand for such facts.

Space will not permit going into detail concerning the various methods used and the angles of our progress with this project to date. I wish, however, to call attention to the fact that both in the

program of the project and in the conferences the development of the farm home and the rural community is recognized as a part of any plans for agricultural adjustment. On the programs of each of the adjustment conferences to date some representative of the resident staff of the home economics department has appeared, and this recognition on the general program has been supplemented with a separate session for women for part of the day in charge of representatives of the extension staff in home economics.

### *Topic Selected*

It has seemed desirable, in arranging the programs for the agricultural adjustment conferences, to select where possible a central theme, around which the facts assembled and presented at the conferences by members of our staff should be centered. In the deciding on a central theme, an attempt is made to select a timely topic of general interest and wide appeal. For our fall series of meetings in 1930 it was agreed that the theme should be "Adjusting Production to Demand," with special emphasis on the difficulties involved in attempting to adjust production to demand. The following subjects were given a place on the program: Considerations Involved in Making Usable Forecasts of the Demand for and Supply of Farm Products, To What Extent Can the Demand for Farm Products Be Influenced by Quality? Changing Food Habits and Their Effect Upon the Demand for Some Agricultural Products, For an Illinois Farmer What Are the Limitations and Possibilities in Attempting to Adjust Production to Demand? and, finally, What Is the Place of Organizations Among Farmers in Adjusting Production to Demand? A separate women's section was arranged for the afternoon, in which two topics

(Continued on page 146)

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# Improving Connecticut Kitchens

**B**IG old-fashioned kitchens were the rule in Litchfield County, Conn. The problem that confronted Eleanor S. Moss as home demonstration agent was to help the farm women of her county reduce the mileage necessary in doing the day's work, thus saving their time and strength. So with the assistance of Gladys E. Stratton, State home management specialist, she went to work.

The wheel tray as a mileage saver opened the way for the new program. Miss Moss showed the women of her communities how to make satisfactory wheeled trays at a reasonable price. This taught them that steps could be saved, that such improvements need not cost much, and that the work of the farm kitchen may be made pleasanter and easier. In three years' time, as a result of this work in Litchfield County, 119 kitchens have been completely rearranged, 114 have been made brighter by lighter paints or more windows, and numerous labor-saving devices and arrangements have been installed.

In carrying on this kitchen improvement work, Miss Moss arranges to have a series of three meetings held during the winter at which are taken up, first, kitchen arrangement, heights of working surfaces, and floor and wall finishes; second, kitchen equipment; and third, self-scoring kitchens. Women bring plans and measurements of their kitchens to the meetings with the changes



A section of a kitchen wall in the home of Mrs. Raymond Euvard, Sharon, Conn., showing arrangement of inexpensive equipment for saving steps



Mrs. Clifford Hopkins, of Torrington, Conn., converted a back hallway into a kitchen when a large house was converted into a 2-family apartment

they would like to make and then receive suggestions from the specialist.

Later in the winter or in the spring, the specialist or the agent makes at least one visit to each kitchen which is being rearranged. Although many women come to the meetings through general interest and feel that the work does not apply to them, they usually leave with ideas for some specific changes in their own homes.

Miss Moss has shown the need for more convenient arrangements by asking her hostess to cut a slice of bread, assemble the equipment needed for baking a cake, or some similar operation, and then pointing out how a different arrangement will save time and steps. This device is especially effective if there is a group of women present.

At woodwork meetings, women have made knife racks, cover racks, shelves, and wheeled trays. By using the farm bureau plumbing tools, some families were able to install new sinks even without help.

Stories in the local newspaper describing the work have been responsible for requests for home visits by the agent from women in communities not carrying the project. The kitchen trip or tour has also spread interest in better kitchens. While meetings have reached the largest number of women, the home visits have effected the greatest number of changes.

## The Agricultural Adjustment Conference Idea

*(Continued from page 145)*

were presented and discussed; namely, How the Problems of Adjusting Production to Demand Affect the Woman on the Farm, and Money Problems of the Farm Home.

Lest someone should conclude that the conferences were set up to discourage attempts to adjust production to demand by showing its impracticability, may I say that the subject was approached from a constructive and helpful standpoint, but with a frank recognition that there are both minor and major difficulties involved, an intelligent understanding of which is essential if any considerable progress is to be made in this direction.

I do not believe I am foolishly optimistic about what has been accomplished to

date through the adjustment conference idea nor its future possibilities. I admit frankly that in some respects results have been disappointing; in other respects, possibilities have been developed which were not anticipated at the outset. I am satisfied that even though we might decide to discontinue the adjustment conferences which we have no immediate thought of doing, and confine ourselves solely to the outlook meetings, the following desirable ends would have been reached:

1. The experiment station and extension staffs have been brought into closer relationship and into fuller cooperation and understanding.

2. The staff has learned to subordinate the departmental point of view and to approach matters of agricultural adjustment with greater appreciation of the problem as a whole.

3. A better understanding has been developed both among farmers and among members of our staff of the interrelation of production and marketing.

4. Nonagricultural agencies in the State, honestly wishing to aid farmers and agriculture in getting adjusted but more imbued with high motives than with knowledge, have largely refrained from pressing their services and advice upon farmers.

5. Our entire staff has gained a keener appreciation of the economic aspects of farming, and at the same time our agricultural economists have something very concrete and worth while to work upon.

6. Also, the economists are observing that even the economic problems of farmers can not be solved without the aid of subject-matter departments that have been longer in the field and which, generally speaking, know husbandry, if not economics.



# The National Pecan Marketing Association

H. G. LUCAS

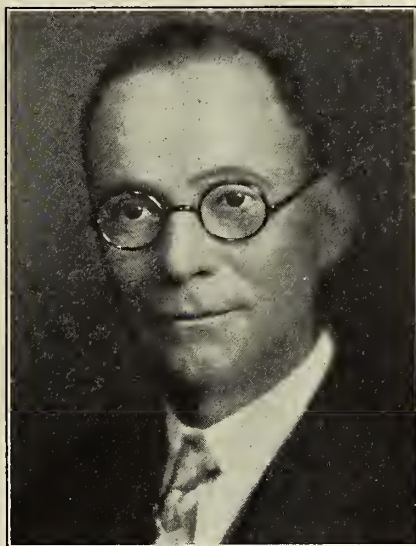
President, National Pecan Marketing Association

**T**HE National Pecan Marketing Association is the outgrowth of a meeting of growers, extension officials, and marketing specialists of the 10 pecan-producing States held in Montgomery, Ala., June 23, 1930, at the suggestion of the Federal Farm Board. At this meeting, C. C. Teague and Charles W. Wilson, members of the Federal Farm Board, presented an outline of a plan under which they recommended that the growers organize. This was approved and adopted by the meeting as a basis for future procedure, and a committee was appointed with representatives from each State to work out the details and set up the organization. This committee with the Federal Farm Board representatives developed a plan at a conference held in Washington. On July 3, 1930, the marketing association was incorporated and sign-up work started the following week.

At the first directors' meeting, Jackson, Miss., was selected as national headquarters and the office opened there September 1. F. R. Wilcox of California was secured as sales manager, and sales work started in October. Although most pecan sales are made before this date, the association's market activities were very gratifying, the trade seeming interested in the growers' plan.

The association operated last year 13 local grading and processing plants in the pecan belt. One thousand growers delivered 3,000,000 pounds of pecans. At this time it has 24 local associations with 3,000 grower members and an estimated tonnage for 1931 of 10,000,000 pounds, or about 20 per cent of the probable production. Its operations cover 10 pecan-producing States with plants conveniently located to serve the growers. The organization is working toward standardization of grades and getting them established in the trade. It is endeavoring to stabilize prices so far as possible. It is also attempting to extend the markets both as to territory and as to time. At present, pecans are used chiefly during the holidays. The association wishes to convince the public that they are staple articles of food and are as good throughout the winter as they are at Thanksgiving and Christmas. It is seeking to increase the consumer demand by the distribution of recipe booklets, by magazine articles, and the like. Last year thousands of these booklets were distributed

along with its shipments. It also supplied nut crackers where desired and found many other ways to encourage the consumption of pecans. The association is getting its share of the business in existing markets and is seeking out new ones through direct contact with retailers.



H. G. Lucas, president of the National Pecan Marketing Association, is owner of the oldest and one of the largest orchards in Texas. Mr. Lucas has had many years of experience with cooperative farm organizations

The organization has given its attention to a number of other matters related to the marketing of pecans, such as freight rates, sales, and handling costs. It adopted United States standard grades as soon as these were issued and has worked out a number of improvements in grading machines and plant equipment. It is analyzing the cost accounts of the various locals to bring the most efficient methods to the attention of all of its member associations.

The National Pecan Marketing Association is of the federated type, being composed of local or regional associations of growers which select a representative to the national board. Each local association is a separate entity except that all sales are handled by the national and all grades fixed by it.

The association makes advances upon the nuts as delivered by its members, grades and processes them, packing them in convenient size containers—25 and 50 pound wooden boxes and 50 and 100 pound cotton-lined bags. It is also try-

ing out some smaller size packages. It makes further advances after grading and final settlement when the nuts are sold, deducting only the necessary expenses and a small reserve. Both seedlings and budded nuts are handled in about equal volume.

Since the production of pecans is increasing, with new plantings in the eastern belt and improvement work in the West, as well as new plantings, it becomes more vital to the future of the industry that a satisfactory sales agency be provided.

## Association Directors

The men who compose the national board of directors are growers with large orchards and men of experience and influence in their communities. They have a very real and personal interest in the success of the association as well as the desire to serve their fellow growers.

J. Lloyd Abbot, of Spring Hill, Ala., is first vice president. He is a large grower of pecans and satsumas and has had extended experience in production and sales problems. Mr. Abbot has been secretary of the National Pecan Association, the horticultural society of the pecan industry, for a number of years.

D. C. Evans, of Stroud, Okla., is second vice president. He is a large grower and prominent business man of Stroud, and has had years of experience in the marketing of seedling pecans.

P. C. Bankston, of Edwards, Miss., is another member of the executive committee. He is a grower, a prominent business man, and president of the Bank of Edwards.

L. I. Guion, of Lugoff, S. C., the fifth member of the executive committee, is the largest grower of pecans and peaches in his State, and has had years of experience in the marketing of both. Mr. Guion, in addition to other extensive interests, is vice president of the Columbia Land Bank.

The active executives consist of the following: The directors of the association recently appointed S. H. Gibbons as general manager. Mr. Gibbons has been identified with the marketing association since its beginning as manager of field service, and has assisted in developing its program and policies. Previous to coming to the association, he had years of experience in the extension



service and in cooperative associations. He was field service director for the National Pecan Growers Exchange for some time before the National Pecan Marketing Association was formed, and previously as extension horticulturist in Alabama came in close contact with pecan producers and their problems.

E. M. Graham, the present sales manager, served previously as secretary of the organization and was for a number of years extension marketing specialist in Mississippi, in which position he gained valuable experience in the marketing of farm products in that State. Since coming with this organization he has assisted in sales and is establishing close relations with the group of brokers who are handling pecans for the association.

O. J. Wenzel, manager of plants and grading, has had years of training in the grading and processing of pecans, and has developed a number of improvements in existing grading machines.

The system of accounts and records has been carefully developed from the operating experience of last season to reflect the association's actual position at all times. The office is in charge of Mr. Greff, an expert and experienced accountant.

The National Pecan Marketing Association is distinctly a going enterprise owned and controlled by growers, and filling a need which has been recognized and which is now becoming absolutely necessary.

## Club Work Established in Sweden and Finland

Boys' and girls' 4-H club work in Sweden began in 1925 in 1 county with 1 agricultural agent and about 100 boys and girls. Club work is now established in 15 of the 24 counties of Sweden with 16 agricultural agents, 15 home-economics agents, and an enrollment of more than 4,800 members.

In Finland, the demonstration began in 1926 in 3 districts with 3 club agents and slightly more than 200 club members. Club work has now become established in 176 districts with 203 agricultural club agents, 42 home demonstration club agents, 7 supervising agents, and an enrollment of almost 21,000 club members.

The demonstration of club work in Sweden and Finland, under the inauguration and support of the Rockefeller Foundation, was successful, and the two governments have officially accepted the adaptability of club work to their conditions. During 1930 the total funds for

# Western States Conference Recommendations

**R**ECOMMENDATIONS for extension work in soils, fertilizers, the control of noxious weeds, and 4-H club work were formulated by the committees at the Western States Extension Conference which was held in Logan, Utah, July 21-25.

## Recommendations on Soils

For soils work on irrigated lands, the committee on soils advocated (1) the elimination of alkali spots from tilled fields; (2) the elimination of marginal acres; (3) concentration of water on the better lands; (4) judicious use of irrigation water; (5) leveling irrigated land to conserve water and insure its even distribution; (6) intensive cultivation to prevent the dissipation of moisture and plant food by weeds; (7) the simplification and increased use of soil surveys; and (8) addition of organic matter to impervious soils by more use of barnyard manure and the planting of green-manure crops.

The four problems on nonirrigated lands were outlined as being soil blowing, sheet erosion, gulying on steep lands, and the absence of legumes in crop rotations. To meet these problems the following methods were recommended; (1) Use of tillage implements leaving the surface soil cloddy; (2) level terraces and contour planting; (3) soil-saving dams where gulying has started; and (4) the inclusion of legumes in crop rotations.

## Soil Fertilization

The committee on soil fertilization felt that there was a need for education on the real functions and uses of ferti-

lizers so that farmers can understand what to expect from them. The group also believed that recommendations for fertilizer should be based upon a number of local tests covering a period of years.

## Recommendations on Noxious Weeds

Some of the recommendations of the committee on weeds were (1) to further weed eradication with the State, county, and individual sharing the cost; (2) to acquaint the public with noxious weeds and means for their control; (3) to be conservative in undertaking extensive and costly programs of weed eradication; (4) to cooperate with the State and county agencies in educational efforts, but to avoid responsibility in regulatory work; and (5) to use the chlorates and carbon bisulphide as being on the basis of reports received the most effective chemical means for weed control so far developed.

## 4-H Club Work

The committee on boys' and girls' 4-H club work recommended that more work be done with the older group of young people; that the demonstrational feature in 4-H club work be strengthened; that the extension service should give increased recognition to volunteer 4-H club leaders; and that more emphasis should be placed on the quality and percentage of completions. It was recommended also that all prizes and awards, offered from outside the States concerned, be referred to the extension committee on organization and policy of the Land-Grant College Association for its approval before being considered for adoption.

club work was nearly \$37,000 in Sweden and slightly more than \$64,000 in Finland.

The Ministry of Agriculture in both countries has assumed responsibility for the continuation and administration of the work as a permanent part of the training for rural young people.

"The Four-H Clover and the Rose" is a club song which was written by Harriet F. Johnson, State girls' club agent in South Carolina, and which may be borrowed on colored glass slides free of charge (except for transportation charges both ways) or purchased for 35 cents on film strips from the Office of Co-

operative Extension Work. The song is a part of series 267 and consists of 19 slides, 12 of which are illustrated.

At the news writing schools held at the county agent conferences in South Dakota during March, sheets containing the facts for news stories in confused and illogical order were given to the agents who wrote up these facts according to their ideas of a good news story. Then they compared their stories with models which the extension editor had prepared. Before the conference each agent was supplied with a copy of the South Dakota stylebook for reference and guidance.



# Filling the Pantry Shelves of North Carolina

JANE S. MCKIMMON

State Home Demonstration Agent, North Carolina Extension Service



(Left) Mrs. W. C. Hane, of Calhoun County, S. C., sold 12,000 containers of vegetables, relish, and soup mixtures in one year

(Below) Mrs. J. H. Witherington, of Conecuh County, Ala., with some of her canned products

More canned fruits, vegetables, and jellies have been stored on pantry shelves throughout the South in 1931 than ever before, and the sale of canned goods has added to the family income of many of its enterprising farm women

FARM women and girls enrolled in home demonstration work in 57 counties in North Carolina are not letting the grass grow under their feet or in their gardens. In 1930 they filled 1,411,376 cans with vegetables and fruits during the spring and summer months. This was an increase of a quarter of a million cans over the 1929 production and means that pantry shelves in North Carolina farm homes are supplying to-day much of the food which otherwise would come from grocers' shelves. And now in the summer of 1931 they are hard at their self-appointed task of filling the pantry shelves against the needs of the coming winter and spring of 1932. Expectations are for an output of two and a quarter million cans in 1931.

It is the woman who must scheme and plan to set a well-balanced appetizing meal before her family, and she is awake to the fact that the present income will not admit of much variety if all the food must be paid for in cash. The farm housekeeper therefore has been a great ally of the North Carolina Extension Service in its live-at-home program. She planned with her husband in 1930 and again this year to grow a year-round garden, planting the things necessary for good nutrition and canning the surplus summer vegetables for use in winter months.



A properly planned canning budget requires 57 pints of a variety of vegetables and 47 pints of a variety of fruits for each person in the family.

One thousand five hundred and fifty pounds of vegetables and 1,456 pounds of fruit are required each year for a well-fed family consisting of father, mother, and three children; and 7,000 North Carolina farm homes have reported planning their gardens this year to supply the all-year-round vegetable needs.

## Individual Accomplishments

Let us see how this formula works out when an earnest and capable North Carolina farm woman puts it to use. Mrs. S. W. Dixon, of Mebane, Alamance County, submits the following budget of canned foods for her family of six:

Tomatoes 108 pints, string beans 42 pints, beets 24 pints, squash 30 pints, okra 30 pints, kraut 42 pints, corn 24 pints, peas 12 pints, field peas 12 pints, soup mixture 18 pints, apples 36 pints, blackberries 36 pints, dewberries 36 pints, peaches 36 pints, pears 18 pints,

cherries 6 pints, strawberries 18 pints, plums 36 pints, raspberries 6 pints, grapes 12 pints, fruit juices 30 pints, and preserves and jellies 36 pints. In addition to the 648 cans for the family's use, there were 749 pints put up for the market.

Note the 19 different varieties of vegetables and fruits canned in the grand total of 1,397 pints.

Again, Mrs. Joe Browning, of Washington County, says:

My garden and the home demonstration curb market which we have established have kept me from running an account at the store this year. I did most of my canning while I was cooking meals for my family, and I would take an old calendar and write there the amount of vegetables canned, sold, and used at home each day, so that I might have an accurate account of what my garden did for me.

I canned more than 800 pints of fruits and vegetables and besides using fresh vegetables on my table have sold to date \$315 worth of garden produce and pantry supplies. The expense of fertilizer was \$30, which leaves me a balance of \$285 in cash from my garden.



Over on Roanoke Island, where the high tides sometimes destroy all that is planted, they grew gardens, also, in 1930. "We had no high tides this year," said one enthusiast, "and gardens planted in such places as Rodanthe have a chance for their lives. Our greatest enemies were the strong winds and driving sands." When the home agent went her round of visits, she was surprised to be led to what looked like a stockade; but when the gate was opened she walked into a little garden sanctum where collards, beets, onions, cucumbers, tomatoes, and flowers were growing in the shelter of boards as high as her head, placed upright in the ground to protect the plants from wind and sand.

### *Negroes Canning*

Negroes have responded heartily both in garden growing and in canning. One hundred and eleven thousand three hundred and fifty-two of the 1,300,023 cans reported filled in the States were done by negroes in seven counties.

One negro woman in Robeson County displayed at the courthouse in Lumberton well-packed jars of vegetables and fruits she had canned from her farm and told an audience there assembled that she always had a dollar or two in her pocket which she made on her turnip greens, collards, onions, and canned goods in the winter, and on her tomatoes, corn, butterbeans, and other vegetables in summer.

In Melville community, Alamance County, it has been the custom of the people to depend for vegetables and everything else on the amount that the men made from working in the cotton mills. Last December the cotton mills laid off all of the negro labor, and these mills have not as yet opened to negro workers. This was an opportunity for the home agent to get gardens started in Melville community and show the people that they could live from their gardens, chickens, and cows. Every family planted a garden and produced all of the vegetables needed and filled 2,769 cans for winter use. John Worth, of Haw River, route 1, in the last community meeting said:

My family has had more to eat this year than we have ever had since we have been housekeeping. People have been crying "hard times," but we have lived better than ever. The cow furnished the milk for the family and we raised the vegetables and chickens. We have had plenty of everything except money, but we know now that when you have a plenty of everything around you it doesn't take much money.

There were 12 other families in the same community that have done what Farmer Worth did.

### *Commercial Canneries*

Many questions are asked by persons desiring to operate commercial canneries and the division of home demonstration work of the North Carolina Extension Service has put before these people the experience of others who have gone forward to success and of those who have failed at the venture. Successful commercial canning can be done in North Carolina, but capital is needed and growers must cooperate by producing the required vegetables and fruits. Beginning in a small way and expanding as one's experience and ability increase furnishes a safe basis for operating a cannery. It is necessary to impress the buying public with the excellence of the products to be sold, and that takes time.

### *Calls for Canning Instruction*

To take care of the many calls for instruction in canning, the division of home demonstration work has planned and is carrying out a program of instruction that is designed to reach the greater portion of the counties and communities in North Carolina.

Leaders' schools were held in the early spring and summer that skillful assistants to the county home agent might be in readiness in each county for the canning season. Mrs. Cornelia C. Morris, home demonstration district agent and specialist in canning, with the assistance of another trained specialist, conducted leaders' schools in 62 counties reaching from the coast of North Carolina to the Tennessee border.

Instruction was given in grading, packing, and sterilizing, and the most improved methods in food preservation, with special reference to standards for marketing products, were demonstrated. Attractive glasses and jars for packing salable products were placed on exhibit during each school.

The results of these schools are reflected in the well-trained leaders, who function so effectively in showing their neighbors how to fill cans for the pantry shelves and for sale on the farm women's markets.

Since April 1 and before October 1, 1931, one thousand four hundred and twenty 1-day canning schools will have been held by agents and leaders in 57 counties for white people and 7 for negroes.

Special effort is being made to cover the drought area of North Carolina and to give specific instruction to every family, both white and colored, which has received Government loans or garden seed from the Red Cross.

### *Surplus Used for Needy*

Hampshire County, Mass., furnishes one of the many stories coming to us of farming people cooperating in providing winter food reserves for less fortunate inhabitants of industrial villages and towns. Instead of letting their surplus fruit and vegetables go to waste farmers in the vicinity of Ware, Mass., cooperated with the Massachusetts Extension Service in canning this surplus to be used by needy families who are in difficult circumstances because of mill shut-downs.

The fruit and vegetables were brought to Ware by the farmers and canned by volunteers under the direction of extension specialists. More than 1,200 cans of apples, peaches, corn, beans, and tomatoes were put up and stored for use this coming winter.

William R. Cole, horticultural manufactures specialist, originated the idea, and B. W. Buckley, chief of police at Ware, promised the utmost cooperation from his department. Mr. Buckley was put in general charge with Evelyn Stowell, Hampshire County home demonstration agent, in charge of the canning groups. Cecil Rice of the horticultural manufactures department gave canning instruction to the various groups.

On Monday 12 women, representing French organizations, did the canning; on Tuesday the Daughters of Isabella; a social-science group did the work Wednesday; and a group of Polish women finished the work Thursday.

Stoves were furnished by the Ware Gas Light Co. The Ware Beef Co. donated the use of its refrigerators for storage of raw materials until they were canned. The only cash expended was for the cans. The Welfare Department of Ware will supervise the distribution of this food during the coming winter.

At the recent Virginia State meeting of dairy herd-improvement association cow testers held at Blacksburg, the tester for the Orange County Dairy Herd-Improvement Association reported that 100 per cent of the herd sires in his association are now housed in safe-keeper bull pens. The Department Bureau of Dairy Industry, which for years has been advocating the use of safe-keeper pens for all mature bulls and has designed a safe-keeper type of pen which is used extensively, asks, "Are there other associations that can duplicate this record?"



# Western Turkeys Go To Market

**T**HE North Platte Valley Poultry Marketing Association has a record of half a dozen years of successful accomplishment in marketing turkeys for the growers of east central

of the date of sale and asks them to submit sealed bids, f. o. b. loading points. The board then meets at the appointed time, opens the bids, and sells the turkeys. However, if they feel the bids are

ing costs low has appealed strongly to the growers. The association has acquired no packing sheds or warehouses, as the loading is done at a number of different points and it has been found cheaper to rent such facilities. Deductions of  $1\frac{1}{2}$  cents per pound are made for expenses and  $\frac{1}{2}$  cent for a reserve fund. The actual packing and loading cost has never exceeded  $1\frac{1}{4}$  cents per pound, and, as a consequence,  $\frac{1}{4}$  cent has been returned to the members at the close of the season. The association now has a cash reserve of approximately \$5,000 to take care of any contingency that may arise. It has no salaried officers except the secretary-treasurer, who functions somewhat as a sales manager and receives \$500 for his season's work, together with necessary expense money. Men who receive and pack the turkeys at shipping points are paid by the day.

As the association has continued to grow, to expand its field of activity, and to make its service to the grower more efficient county agents in counties served by the association have helped the grower leaders to stimulate, to advise, and to assist not only in building up an effective and efficient organization but also in production problems tending to insure a sufficient volume of quality birds necessary to successful cooperative marketing.

The business of the association has grown until it now handles from 90 to 95 per cent of the turkeys produced in the area that it serves. Total shipments have increased from 5 cars, valued at approximately \$35,000, in 1924, to 21 cars in 1930 valued, at \$117,663.73.



A flock of turkeys on a farm in the North Platte area

Wyoming and western Nebraska. Its aim has been to put quality dressed turkeys on the market, to sell the crop with the least possible expense, to get all the market will pay, and finally to give the growers cash in hand on delivery.

"So fair and square has the management been in its dealing with the growers that it is not too much to say that everybody in the valley boosts for the association," writes F. P. Lane, county agent leader in Wyoming.

## Growth of Association

The association grew from a modest beginning in Goshen County, Wyo., where in 1924, the county agent assumed most of the responsibility for marketing the turkeys under rather a loose pooling system. It is now incorporated under the laws of Wyoming, handles its own affairs in a businesslike way, and markets turkeys for four counties in Wyoming and six in Nebraska. In this development, the county agents have stood shoulder to shoulder with the grower leaders to stimulate, to advise, and to assist in building an efficient organization and to insure a sufficient volume of quality birds to market.

The organization, which has a membership of 800 growers, is managed by a board of directors, two from each county and one elected at large. The usual standard marketing contract for a 5-year period with withdrawal privilege is used, and in the past two years not a single member has withdrawn. As the marketing season approaches, the growers list their turkeys with the directors and the secretary notifies all the reliable buyers

not as high as the market warrants, they may reject all offers and call for new bids. As a usual thing, there are plenty of bids and the competition is keen.

When delivery starts, the association arranges for a representative in each county to receive the shipments. The birds are carefully graded by a licensed grader, whom the growers know and have confidence in. The member sees how the grading is done, has a chance to ask questions, to compare his turkeys with his neighbors' and finally gets cash in hand when the grading is done. The graders have done their work so well that their grades are accepted by the buyers without question and the turkeys paid for with none of their representatives present.

The success of the management in keeping the packing, loading, and sell-



Turkeys dressed ready for shipment to market



## Extension Service Review

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**REUBEN BRIGHAM**, Editor

OCTOBER, 1931

### Meeting the Situation

Georgia's county extension agents in a series of district conferences held recently formulated an emergency program. This program includes three specific recommendations: (1) Farm maintenance, (2) orderly marketing, and (3) an enterprise equal to cotton on every farm. Here it is in full:

1. That extension agents give their hearty support to whatever action is taken in relieving the present crisis by the Federal and State Governments representing a majority of cotton producers.

2. That the program for production of all home and farm supplies possible, such as vegetable gardens, meat, milk, and eggs, and feed for livestock, be stressed and carried through still further; that the agricultural committee of the Georgia Bankers' Association, who have given such active cooperation in this program, be urged to continue their backing to this undertaking.

3. That a definite system of soil improvement be the goal on every farm and that the winter cover crop program which is being carried out successfully on so many farms be urged upon all farms in every county.

4. That minor enterprises be established on every farm so far as practicable to furnish some income to make up the decrease in cotton income, and pay running expenses as well as distribute labor.

5. That county agents lend their support to the cooperative associations that are already doing business in Georgia, foster the organization of those for which

there is an apparent need, and assist farmers in grading, pooling, and selling other products that can not be so handled.

6. That every effort be put forth to conserve our forest areas and to further reforestation.

7. That every farm have at least one major cash enterprise adapted to local conditions in addition to cotton.

8. That each farmer be encouraged to build up a reserve in feed, seed, live-stock, etc.

9. That each farmer provide working capital by ownership or by establishing credit on a sound basis and use credit only under conditions where he can expect adequate returns.

10. That the effort be continued to establish a balanced farm program on every farm in the State. In order to accomplish this, records should be kept on each farm so that plans may be based on facts.

Have these Georgia county agents met the needs of the existing situation in this proposed program? Is it adequate? What shall we say?

### Use the Facts

"With our present efficiency in production, farm surpluses are a constant threat to people in farming. If extension forces are to help in this situation, they must teach the farmer how to control his surpluses in advance of their production. The best way of controlling surpluses is to base crop and livestock production on local farm facts secured through farm to farm surveys, or, better still, actual farm records. To this end every county agent in the United States should be encouraged to secure 30 to 50 farm records every year in his county as a background and basis for intelligent recommendations as to farm adjustments and plantings. Nothing stands out clearer in our experience to date than that National and State agricultural outlook material must be interpreted in the light of local facts. The securing of these local facts, their tabulation, analyses, interpretation and intelligent application is a vital part of any sound economic extension program that will take us forward."

Such of our present county agents, who can not do this analytical work must be instructed or given the help of assistants who can handle this phase of their work. The college of agriculture in each State must provide for the training of all its agents so that they

can function happily in the economic field. That is the kind of help the farmer wants now and will want as long as we are in extension. And along with the securing, adoption, and application of these economic facts, the other thing that stands out equally clear is that in these times of farm competition it is only the farmer who produces efficiently and still more efficiently, who uses every progressive method and cuts every cost, who saves by growing his own food and feed crops that will succeed in the business of agriculture.

In this critical period of depression an extension director can not do a more helpful thing than to assemble his entire staff and give them, through a week's conference, if necessary, the full benefit of the institution's economic knowledge and philosophy, so that all specialists, all county extension agents, may function unitedly and vigorously in the economic field.

### Adjustment

Has farming as a business adjusted itself to changing conditions as rapidly as industry? Is farming susceptible to quick adjustment to changed conditions? How intimately and in what ways are production and marketing interrelated? To what extent is the farm home involved in a program for agricultural betterment? Work out the answers to these and similar questions at agricultural adjustment conferences of farmers, farm women, extension workers, and others interested in the agricultural problems of each farming area, is the suggestion of Director H. W. Mumford, of Illinois.

Out of these conferences Director Mumford sees the State agricultural college developing a close and sympathetic relationship with a considerable group of progressive farmers and farm women of the State who will aid in shaping the policies of the college and in carrying out its program. Forming the habit of frank and thorough discussion of agricultural problems at these conferences, these men and women, though loyal friends of the college, will not hesitate, Director Mumford believes, to discuss with equal frankness the worth of the institution and will point out, if necessary, the mistakes it is making.

These conferences, too, Director Mumford believes, will educate the highly specialized subject-matter departments to recognize the full significance of a common problem and stimulate them to work together harmoniously and effectively for its solution.



# Beautifying Rural South Carolina

LONNY I. LANDRUM

State Home Demonstration Agent, South Carolina Extension Service



A South Carolina farm home before and after ground improvements were made



THE early planters of South Carolina made for themselves beautiful home surroundings. Some of these old home gardens in the coastal counties are still in existence, and have become so famous that each spring they attract thousands of visitors. However, in the hard struggle for existence and the readjustments made necessary by the devastation and poverty following the war between the States, lawns and gardens were neglected, and in recent years many of the rural homes of the State lacked attractive surroundings.

Realizing the great need for pleasing settings for our farm homes, and the fact that our woods and swamps abound in a variety of native plants and shrubs, and that our climate will permit blooming flowers in the yard eight or nine months in the year, extension agents added a home-beautification project to the extension program of the State in 1925. In making definite plans for launching the project the production specialist, Mrs. Dora Dee Walker, took as her slogan "Make South Carolina beautiful from the mountains to the sea."

Gradually new phases have been added to the project so that now it includes not only the beautifying of home grounds but also the grounds of schools, churches, community parks, and highways.

Community centers were begun in nine counties in the fall of 1929. Since then, three other counties have begun community centers. These centers consist of a school, a church, a home, and a park all located near each other and near a highway so that they may be a

real demonstration. The plans and plantings of these grounds are under the direct supervision of the specialist. F. L. Mulford of the United States Department of Agriculture assisted Mrs. Walker in planning the centers in Florence and Fairfield Counties. It is hoped that in working together on these community centers community spirit and responsibility will be aroused; that these centers will become the nucleus for the community educational, religious, and recreational life; and that these will be outstanding demonstrations for other communities of the county. Of course, the community center is a long-time project and none has been completed as yet although much good work has been done. When completed, each center will celebrate with a pageant depicting the history of the community.

## Outdoor Living Room

The newest phase of the extension beautification program, the outdoor living room, has just been launched this year, but is already arousing much interest among the 4-H girls as well as among the club women.

The interest of the State Council of Farm Women has been enlisted in this project so that the council has adopted it as a part of its program, appointing a State chairman of beautification who in turn has appointed a county chairman in 43 of the 46 counties.

The councils also sponsor the yard and garden contest in nine counties. In this contest there are a county leader and a community leader for each club. Each

of these leaders has a demonstration yard and garden. They enroll members, collect records, and give publicity concerning the contest to the papers.

The great appeal to the home maker of love for the beautiful and the fact that beautification of home and community grounds can be done with little expense have led to much work being accomplished in this project.

The 1930 reports show that during the year 6,399 women and 1,187 girls did some definite work in improving their home grounds; 193 church and school grounds were improved; 60 miles of permanent plantings were made on the highways; and as a result of the "scatter seed campaign" in March and April, 63 miles of highway were gay all summer and fall with blooming annuals.

As another result of this project a number of small home nurseries have been established which are adding to the farm income.

The following extracts from reports of home demonstration agents will tell something of the beautification work in the counties.

Mrs. E. D. Boykin says: "Every one in Williamsburg County is enthusiastic over home beautification at this season, but those who worked hardest last fall have the best results. Two members of the home beautification contest are working on flagstone walks, and another has made a lily pool. One club member is starting a small nursery. Several women in the home beautification contest are already working on their out-door living rooms."

Florence County: "The movement for a community center met with hearty



response at Sardis, where the setting of two school buildings, a teacherage, playground and church seemed made to order. On the day appointed Mother Walker, Mr. Mulford from the Washington office, and Mrs. Alice G. Courtney, home demonstration agent, met the 70 men and women who had gathered in spite of cold, rain, and wind—and how everyone worked! The work was systematized immediately, groups being assigned to hole digging, demolishing, setting, fertilizing, watering, and the like. The girls' 4-H club at Sardis gave \$10 of their prize money to buy some broad-leaved evergreens for the community center, the remaining plants being contributed by the members of the community, and taken from the woods. An especial feature was the planting of a tree by each class.

"With a stop at noon for the lunch prepared by the club, work went on until shrubs and trees were set around the buildings and in the park. At least 90 per cent of these are living. The park has been drained and material gathered for rustic benches and summer houses. As soon as the new church is completed the plants will be put there, thus finishing this year's work on the community center."

Marie Lambert of Jasper County reports: "The yard work has been on the boom this month. The county and community yard and garden leaders are very enthusiastic. One of the leaders has prepared her lawn for grass seed, established a rose garden, formal garden, and has outdoor living-room plantings out. She has also put up a new yard fence and established her walks and drives with border plantings.

"The county leader is a tenant farmer. The place where she is living is bare of flowers, but this week we drew the design for her base plantings, entrance plantings, screen plantings, and annual flower garden. The home agent went with this leader and her daughter into the forest to show them the native plants that they can use for the plantings. She has a few out. We are in hopes that other tenant farmers will follow her example and beautify the tenant farm home grounds. This county leader wrote a letter for the newspaper to all her community leaders. It was a splendid letter and a good piece of publicity work."

Clarendon County: "Highway beautification work done by individuals of the county has made a splendid showing. This has been emphasized by the beautification chairman of the council of farm women. In six communities work has been done that is of credit. One woman planted the roadside with *crêpe myrtle*

and dogwood for the distance that the road came through her farm. Then she planted cosmos in front of the shrubbery. The cosmos started to bloom in the early fall and was a thing of beauty to all who chanced to come that way.

"A club girl in another community used King Humbert cannas to border the roadside on both sides for a long way. She saw that they were well fertilized and were lovely all during the summer."

## Oregon Dollar-Dinner Contest

Oregon held a 4-H dollar dinner contest at its State fair last fall. Any 4-H cookery or home-making club member in good standing was eligible as a contestant.

The contest as described by Audrey Wiencken, assistant State club leader in Oregon, consisted of the planning, buying, preparing, and serving of a dinner for four people at a cost of less than \$1. Each guest paid 25 cents for his meal, thereby relieving the contestants of the major cost of the contest. Each girl turned in her purchase slips so that her expenditures could be checked: When home-produced food was used, the cost was estimated at the retail prices for such food.

Although the girls could have the help of a leader in selecting their menu, they did their own buying, preparing, serving, and cleaning up. They were also required to answer any questions which were asked by the spectators. Each girl was allowed to use the kitchen for two hours. Miss Wiencken believes that more time should be allowed because the girls were rushed to prepare the meal, serve it, wait for the people to eat it, and then clean up afterwards in two hours.

When the 18 or more heifer and steer calves, branded 4/H, belonging to members of the Jackson County beef-calf club, lined up for honors at the junior fair in Walden, September 5, history was made in the 4-H club work of the United States.

So far as known, this club, composed of 13 boys and 5 girls, is the only beef-cattle club in the United States having the official emblem of the movement as a club brand, and it is registered for their exclusive use in Colorado.

Home demonstration agents in Arkansas who are located in the nine counties that are crossed by United States Highway No. 71 are working on a project to clean-up and beautify this highway.

## Colorado Stimulates Peach Consumption

To assist Colorado peach growers in marketing their crop, the Colorado Extension Service endeavored this summer to stimulate increased consumption of Colorado-grown peaches by enlisting the aid of home makers, chambers of commerce, county commissioners, State penal institutions and hospitals, hotels, restaurants, and other agencies.

Three extension representatives, E. D. Smith, T. H. Summers, and William Case, went into different sections of the State to confer with officers of chambers of commerce in 25 cities and towns and urged the fullest possible cooperation in securing a more widespread use of Colorado peaches.

A circular on "Colorado Peach Recipes," by Miriam J. Williams, State extension nutritionist, was published for free distribution. In many localities grocers included a copy of this recipe booklet with each basket of peaches sold.

Conspicuous window streamers printed in red ink, reading, "Colorado Peaches—Buy Now—Ask for Free Recipe Booklet," were distributed to chambers of commerce, which in turn distributed them with copies of the recipe book to grocers offering Colorado peaches to the public.

The garden projects are proving not only popular but profitable this year. Woodford County, Ill., sends the following report: "Two hundred people attended the county garden tour on July 13 and 14. At the various gardens visited particular points emphasized by each garden were noted and discussed. The demonstration of garden implements used by the women proved most interesting and enlightening. Some of these gardens proved very profitable. Mrs. Robert Mayne stated that her garden cut her grocery bill two-thirds, and that one row of lettuce sold to a restaurant paid her home bureau dues. Mrs. Ellis Sharp stated she received \$138 worth of vegetables from her garden with approximately \$15 cost and 15 hours labor with a team of horses. Mrs. Sharp follows the directions in the Long Row Garden pamphlet."

Coat-making schools in New Hampshire last year led to the making or remodeling of more than 300 coats for women and children at an estimated saving of \$4,655. These schools aided the women enrolled to make at a low cost well-fitting coats which do not have a "homemade look."



# New York's Alfalfa-Clover Service



These clover and alfalfa fields indicate the success obtained by selecting the proper legume for the particular farm or field where it is grown

**A** PERSONAL service has been made available by county agricultural agents and agronomy extension specialists to New York farmers, enabling them to select legumes adapted to their soil conditions and to avoid failures with their seedings.

## Results

In the average county where this work has been conducted, between 200 and 300 cooperators are obtained. Definite specifications are given for the seeding of from 1,000 to 2,000 acres of alfalfa and clover in each county. Due to unfavorable conditions, it is often necessary to discourage the seeding of alfalfa and advise red or even alsike clover instead. In certain counties considerable interest has been developed in sweetclover pastures. More than 200 acres of sweetclover pasture was seeded in one county as the direct result of the interest stimulated by the alfalfa-clover service.

The first step in starting the work in a county is to secure the support of the farm bureau officers and the advisory council of the local county farm bureau. The county agricultural agent then organizes a special alfalfa-clover committee which includes a representative from each town or from each important community. This committee is called to-

gether in the summer, at which time the agronomy extension specialist who has been assigned to the county explains the plans of the work covering a 2-year period. The committee is urged to cooperate in developing the work in their respective sections of the county and to assist in getting the maximum number of cooperators.

Following the organization and meeting of the committee, extensive local publicity is given to the project. Besides the county farm bureau news, the county agent utilizes the weekly, and when available, the daily press to create widespread interest on the part of the farmers of the county.

In early August cards are mailed to the farmers of the county offering them the opportunity to become cooperators and obtain personal service with their alfalfa or clover problems.

Farm visits are made to the cooperators in the fall, the agronomy specialist accompanying the county agent to the first 40 or 50 farms visited. Representative samples of surface soil and subsoil are taken from fields which are to be seeded. A regular form is used in recording information about each field sampled. The samples are sent to the agricultural college, where they are tested

by the specialist. Letters are then written to the county agent advising what the individual farmer should do to succeed with his legume seeding. These letters are sent in duplicate, the original of each filed in the county farm bureau office and the copy sent by the county agent to the farmer.

The specialist conducts a series of one to two weeks of winter community meetings with the county agent. Various phases of alfalfa-clover production and harvesting are discussed and especial attention is given to the local problems and experiences of cooperators. At these meetings opportunity is given for new men to request the service, and new cooperators are thus secured who desire the soil to be sampled in the spring.

## Samples of Soil Examined

Samples are taken by the county agent in the spring and throughout the summer and fall of the second year. These samples are examined and specifications furnished by the county agent. The specialist is available for assistance with any particularly difficult problems encountered the second year, but so far as possible the responsibility for the work is taken over by the county agent after the first year.



A monthly alfalfa-clover service letter is prepared by the specialists and sent to all cooperators in the State. This enables the specialists to keep in touch with the cooperators and to furnish them timely suggestions for meeting their legume problems.

An alfalfa-clover exhibit is generally made at the county fair. Several similar exhibits have been made by the specialists at the State fair the last few years. Various campaign methods of publicity have been employed by certain counties to stimulate interest in the project and especially to emphasize the value of good alfalfa and clover hay as feed for the dairy cows of the State. A special alfalfa-clover issue of the Farm Bureau News is published in each county, part of the material for this issue being furnished by the specialists.

### Indiana Grain-Marketing Schools

In an effort to increase efficiency in grain marketing and in elevator operation in Indiana, 14 extension marketing schools for managers and directors of grain elevators were held during the fall of 1930. These schools were open to owners, managers, and officers of all elevators, whether privately or cooperatively owned.

All meetings were held in the evening. The original plan was to divide the work into four parts with four meetings in each county, each one week apart, but because of lack of time the material for the last two sessions was combined.

Results for two years of a 5-year study on the cost and incomes of local grain elevators in Indiana were available and were used for two of the three meetings. The work was divided under four heads: (1) Costs and incomes on grain operations, (2) sidelines—the importance of sidelines in building up volume of business and increasing efficiency of operation, (3) hedging, storage, and business practices, and (4) accounting—the need of adequate records.

These schools brought forth considerable thought and discussion on such points as the importance of a large volume of business, hedging as a means of insuring against price fluctuations, and the importance of keeping adequate, properly audited records, especially in cooperative elevators where the manager

and directors are responsible to their membership.

In 6 of the 14 counties very successful meetings were held, while in 2, due partly to lack of local leadership and partly to lack of cooperation of the elevator operators the schools were unsuccessful. The attendance, which averaged 10 per meeting, was not as large as at other extension schools held by the Indiana Extension Service. However, these men were considered as leaders in their communities, and the results should reach many other people.

### Pennsylvania Dairymen Receive Awards

When honor certificates are awarded at the National Dairy Exposition in St. Louis, October 10 to 14, the names of 1,037 Pennsylvania dairymen will be announced, says E. B. Fitts, in charge of dairy extension work at the Pennsylvania State College. The awards will be made to members of dairy herd-improvement associations who obtained an average of 300 or more pounds of butterfat per cow for the year ending June 30. The average production of butterfat in Pennsylvania in 1930 was approximately 196 pounds. A gain of 131 herds over the previous year is recorded for Pennsylvania.

Of the 1,037 honor herds, 285 averaged between 350 and 400 pounds of butterfat per cow, 84 herds between 400 and 450 pounds, 17 between 450 and 500, and 9 more than 500 pounds.

Bradford County leads the Keystone counties with 67 honor herds in 6 associations, Tioga County has 48 herds in 5 groups, Chester County 46 in 4, Cumberland County 45 in 2, and Union County 42 in 2.

### 4-H Clubs Plan National Achievement Celebration

The conclusion of another successful year of 4-H accomplishment will be observed during the national 4-H club radio hour, from 12.30 to 1.30 p. m., eastern standard time, November 7. On this day hundreds of thousands of 4-H club members and local leaders will gather around their radios to listen to and take active part in the second annual nationwide celebration of 4-H achievement. This annual radio celebration, first put on the air on November 8 of last year,

constitutes a national recognition for the activities successfully completed by 845,000 4-H club members during the year.

The 4-H achievement-day radio program will be broadcast over the coast-to-coast network of 51 radio stations associated with the National Broadcasting Co. The program will be conducted jointly by the State extension services of 40 States, in which the radio stations on the network are located, and the United States Department of Agriculture. The unique feature of the program is its dual nature. It will provide both a national broadcast of talks and music over the entire network of 51 stations to all 4-H club members and individual State broadcasts of achievement-day programs from local radio stations to the club members in each of the 40 States cooperating.

The first 15 minutes of the hour will be national in scope, and will consist of music, opening announcements, and a talk from some one nationally prominent, who will be announced later. The national network will then be temporarily dissolved and for the ensuing 30 minutes each radio station will broadcast a local State program. On these 51 State programs to be heard simultaneously all over the United States will be heard 4-H club members, governors of States, presidents of State colleges, extension directors and supervisors, leading citizens, and music characteristic of the State 4-H clubs. Promptly at the end of the 30-minute local programs, the network will again be assembled and the final 15-minute program will be broadcast from Washington, D. C., to the entire country. The program will be explained in full detail in a special announcement that will be sent to all extension workers.

Club members and their local leaders throughout the country are planning to hold group meetings and are organizing local achievement-day programs that will supplement the State and Federal programs.

Arkansas plans to coordinate local observance of 4-H achievement with the national celebration. A general round-up of 4-H club members will be held at the county seat, where prizes, medals, and certificates for the year's work will be awarded. A radio will be set up so that all club members may have an opportunity to listen in on the Federal and State programs. By having the local achievement day at this time it is hoped that the interest and enthusiasm aroused will result in a larger 4-H enrollment during 4-H club week, the first week in December.



# Missouri's Home Demonstration Guide

**M**ISSOURI home demonstration agents have adopted a guide for the conduct of their work. There are seven points to this guide: (1) Improve the quality of publicity and hold at least one training school for reporters; (2) attend only the meetings which definitely forward the program, create good will, or establish interest in new communities; (3) devote approximately one-third of the time to 4-H club work; (4) develop new centers and expand the work so that more women will be served; (5) know the county better, including school conditions, vital statistics, census figures, and financial circumstances; (6) send all the women at least three circular letters; and (7) improve the quality of leadership and train administrative leaders, home demonstration club leaders, and 4-H club leaders.

With the effectiveness of the guide in mind, Essie M. Heyle, State home demonstration leader, was careful to see that each agent's county program of work for 1931 included a training school for leaders of women's clubs. Not only was the training school definitely written into each county program, but this provision was followed up by personal assistance in the training schools, Miss Heyle and the assistant State leader, Gladys Muilenburg, both taking part in the leader training work.

Through a monthly news letter in mimeographed form mailed to all presidents of women's clubs, Miss Heyle and Miss Muilenburg also supplied instructions to club officers. This strengthened the local leadership to such an extent that the efforts of the home demonstration agents were supplemented and their influence extended into new areas.

As a corollary to this work among local leaders, the State office also encouraged each agent to make the best possible use of the local leaders, even to intrusting them with the responsibility of organizing new neighborhood women's clubs and 4-H clubs.

Results, even in the first six months under the guide plan, have been very encouraging. In practically all counties, the three circular letters mentioned have gone to the majority of homes in the counties served by home demonstration agents.

There have been from 2 to 10 new groups organized in every county. The women in the clubs already organized are making an effort to interest other

office have resulted in much better publicity. These women club reporters have been averaging nine published stories a week about their club work during the past two years, but the quality has often been poor. An effort is being made to train reporters to write stories that, in addition to having news value, give some information about worth-while homemaking practices that are being taught about the results and value of home economics extension work.

Improvement in the quality of reporters' publicity is also being stimulated by a statewide publicity contest. Two small cash prizes are being offered by the State home demonstration agents to women club reporters who submit the best stories.

Thus far, only a few agents have made a serious attempt to know their communities better, but all hope to do this before the fall program planning meetings.

Considerable progress has been made in improving the qual-

ity of leadership, not only through training schools but through letters of instruction and help sent from the State office of women's club presidents, secretaries, game and song leaders, child development chairmen, and reporters.

E. D. McCollum, county agricultural agent in Livingston County, Mo., makes up tables which show comparative figures over a period of years on such items as the number of calls made, circular and individual letters prepared, people directly given service, and the average cost of giving each individual direct service. In December, 1930, and January and February, 1931, the average cost for direct service was 32 cents for each individual.

Two hundred and fifty 4-H club members and leaders from Los Angeles and Orange Counties, Calif., met together to listen to the National 4-H Club Radio Program just before going on a tour of a certified dairy.



A training school in Missouri for reporters of women's clubs

women in joining their clubs. In a few places clubs are having a membership campaign contest. The 10 new clubs in one county were organized as a direct result of the efforts of old clubs and organized with almost no assistance from the county home demonstration agent. Plans are being made to have the achievement day a guest day, with each woman bringing one guest as a means of interesting more women.

As most of the county home demonstration agents are already serving as many centers as they can, an effort has been made to organize more clubs at the centers already established, and to get more women into the clubs already organized rather than to establish new centers.

In all but two counties having home demonstration agents, all-day publicity training schools have been held for club reporters by Miss Muilenburg, with the help of local editors. These training schools for club reporters and the help given to agents by the college editor's



## Farm Sanitation Campaigns



One of the community forms used for making septic tanks in Pennsylvania counties

**T**HERE are about 105 forms for the construction of septic tanks on farms in use in 65 Pennsylvania counties as a result of a farm sanitation project which has been conducted in the State since 1920.

Following the World War, many farmers installed water systems and complete bathroom equipment but did not provide for proper sewage disposal. Consequently, the need for a safe system of sanitation was emphasized in a number of county extension programs and an extension specialist in agricultural engineering to plan and supervise sanitation work was employed.

### Wooden Forms Available

Only a few tanks were built the first year, and then a county agent suggested the idea of keeping the wooden forms for future use, as it was more trouble to build the forms than it was to place the concrete. At the cost of a little more material and labor and with the addition of one dozen  $\frac{3}{8}$ -inch bolts the forms were made more easily assembled. Sometimes the bolt heads were so placed that they could not be withdrawn after the concrete had set. This difficulty was overcome by using wagon box rod nuts which are fastened on the outside of the form by two screws.

A model form and tank were made early in the work and did much to sell

the idea. These were accompanied by a large blueprint chart and were used in meetings and lent to county agents for fair exhibits. When the first tank was built in a community, a brief news item was supplied to the local newspaper about its construction and the availability of the form for use in the community was usually mentioned. Field meetings were held in connection with the work, usually when the form was being removed from the finished tank. Brief discussions on the plumbing and water supply were given at the same time. Probably the best educator was a set of lantern slides made from photographs taken during the construction of tanks in various parts of the State.

### Septic Tanks and Forms Constructed

Year	Community forms reported available	Tanks built
1920.....	0	3
1921.....	5	24
1922.....	16	60
1923.....	34	146
1924.....	56	195
1925.....	63	357
1926.....	85	365
1927.....	93	407
1928.....	94	335
1929.....	103	381
1930.....	87	316

There were many more forms and septic tanks built than reported. When the

newness of the demonstration wore off some of the forms were not reported, even though they continued to be used. Some of the old forms were worn out and were replaced after being used in the building of about 50 tanks.

It was found desirable to have an active local leader take charge of the work. This leader usually owns the form and collects a small rental either for reimbursement or replacement. Local leaders are usually farmers, plumbers, concrete masons, or members of building-supply firms. Occasionally the form has been financed by county funds. In Tioga County the Pomona Grange appropriated \$8 for materials, a planing mill did the cutting, and the county agent and specialist constructed the form.

### Iowa's Reading Project

Black Hawk County, Iowa, has adopted a reading project. The project was undertaken to stimulate interest and appreciation of literature and to help rural families in the county to conveniently obtain good books and magazines. The work according to Fannie A. Gannon, State home management specialist, is furthering adult education in the county and is aiding its people to occupy their leisure time profitably.

Ninety-seven stations, in charge of a trained librarian, have been established throughout the county and a book truck is being used to keep them in touch with the central library at the county seat and to facilitate the exchanging of books. The home management specialists and the State committee on library extension of the library association selected Black Hawk County because it has had two projects emphasizing home-management practices which create leisure time.

Five meetings were held in the county at which time the following subjects were taken up: (1) Books on midwestern life; (2) biographies and autobiographies; (3) magazines and periodicals for the home; (4) books for folks of various ages; and (5) books for reading aloud in the family.

Books on midwestern life were chosen as the first group because the interest of the people can be aroused if the books have a familiar setting, are historically interesting, and are written by authors residing nearby. The work is conducted with local leaders, and lesson leaflets are prepared for each meeting to guide the leaders in presenting the subject matter and in leading the discussions.



# Better Sires Improve Livestock In Kentucky

**B**ETTER-SIRES extension work has resulted in placing 15,523 purebred sires on Kentucky farms during the last 10 years, according to a summary made by Wayland Rhoads, Kentucky extension field agent in animal husbandry. This number includes 5,916 purebred beef and dairy bulls, 3,311 purebred boars, and 6,296 purebred rams.

When this work was begun in 1920 it was estimated that an annual loss of \$14,000,000 was due to the use of poor sires, not including poultry. Whereas only 20 per cent of the bulls in the State were of pure breeding, now more than 50 per cent are purebreds.

Although Kentucky was the forty-fifth State to enter the national purebred sires contest, in five years it ranked first place. To date more than 3,500 livestock producers have enrolled in the crusade against poor breeding.

## *Purebreds Replace Scrubs*

Russell County succeeded in replacing all grade and scrub bulls with purebreds in 1927, being the second county in Kentucky and the third county in the United States to accomplish this. Taylor County was the third county to reach this goal in Kentucky and the fourth county in the United States.

Mr. Rhoads describes his plan of work in eliminating scrub sires as follows:

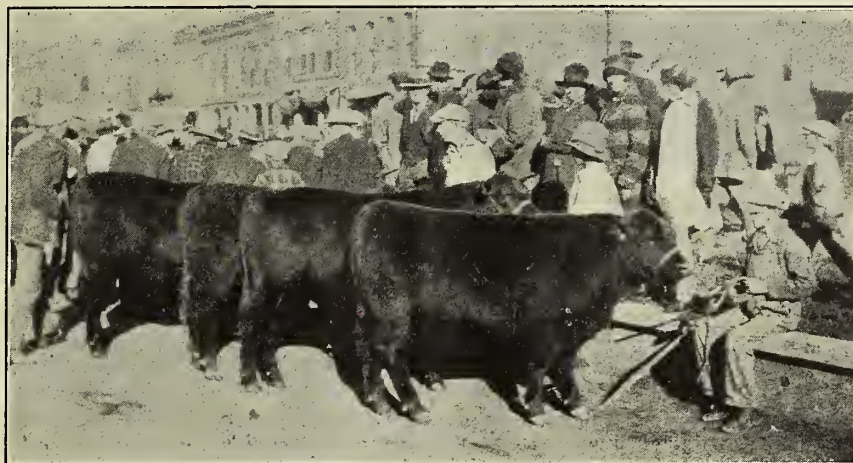
### *Plan Outlined*

Before work is begun in a county, representative livestock men are called together at the county seat to outline a plan of procedure for substituting purebred sires for grade and scrub sires. Usually a complete survey is made of all purebred, grade, and scrub bulls in the county. After these figures are tabulated the committee in charge is ready to begin work. Meetings are held in all sections of the county, at which time the advantages of well-bred animals over scrubs are discussed. Pictures showing better types of livestock and charts comparing the value of good stock and poor stock are shown. All of those owning

grade and scrub bulls in the community are visited for the purpose of inducing them to replace these animals with purebreds. Purebred sires are located and prices obtained on them.

### *Exhibits at Fairs*

Better-sires exhibits are shown at fairs, 57 such exhibits being made in one



Baby beeves at a sale

summer. Scrub sire trials have been held in many counties.

Better-sires special trains were operated on two railroads in the State, the college of agriculture and other interested agencies joining in making the exhibits on the trains. A purebred bull was exchanged for a grade in each county visited.

Although less emphasis is being placed on the campaign feature of the purebred sires work, county extension agents and Mr. Rhoads are continuing the work each year, and gradually the number of scrub sires is decreasing in nearly every county in the State.

### *Shows and Sales*

Mr. Rhoads mentioned cattle shows and sales as factors in furthering interest in purebred sires, especially the shows held at Maysville and Louisville. A few years ago the beef-cattle men in Mason and adjoining counties organized a beef breeders' and producers' association. This association holds an annual sale of breeding cattle at Maysville. This year 28 head of purebreds averaged nearly \$73, the prices ranging from \$45 to \$125.

The annual finishing, showing, and selling of 2,000 to 3,000 fat cattle by 4-H

club members, Smith-Hughes high-school students, and adult feeders has had an influence on the demand for purebred sires. These feeders demand purebreds or high grades.

### *Baby Beef Project*

The 4-H club baby-beef project calls for 600 to 800 extra-fancy calves annually. High-school students finish 200 to 300, and adults 1,000 or more. The best of these go to the annual show and sale at the Bourbon Stock Yards in Louisville in October of each year. This show attracts hundreds of feeders, buyers, and 4-H club members and their parents. The publicity given it through the newspapers, as well as local publicity, especially by 4-H club members, helps materially to further interest in better livestock and purebred sires.

4-H beef-calf clubs are the best means through which to conduct a purebred sire campaign, says D. E. Richards, Montana livestock specialist. After the club boys have exhibited their calves and seen the long-legged and long-necked ones lined up and compared with the proper beef type, Mr. Richards finds that the boys demand quality calves from stockmen, and that the records of the boys stimulate the adults to follow better practices.

The work also furnishes the specialist with a means of getting acquainted with stockmen and has introduced improved cattle feeding as a permanent enterprise of the farm business in many parts of the State.

A series of 1-day regional conferences to discuss the principles of cooperative marketing and the cooperative organizations now operating in Missouri was held for the county agricultural agents in that State during September.





Thirty older club members were trained for one week in leadership and served successfully as junior counselors for the Massachusetts State 4-H club camp this year. The training also stimulated the interest of these older boys and girls and will enable them to be more efficient leaders in their home communities.

## New Film-Strip Series Now Ready

**T**HE nine film strip series listed below have recently been completed by the Office of Cooperative Extension Work in cooperation with the Bureaus of Animal Industry, Biological Survey, Plant Industry, and Forest Service. These film strips may be purchased from the contracting firm at the prices indicated, provided authorization to purchase is procured from the Office of Cooperative Extension Work. A complete catalogue of available film strips will be supplied upon request.

Transplanting trees and shrubs; Series 176 (58 frames). Supplements Farmers' Bulletin 1591, Transplanting Trees and Shrubs. Illustrates the essentials for successful transplanting. 44 cents.

Grafting and budding fruit trees; Series 197 (36 frames). Supplements Farmers' Bulletin 1567, Propagation of Trees and Shrubs. Illustrates whip grafting, cleft grafting, and shield budding of fruit trees. 35 cents.

Rug-Making—Fireside Industry; Series 264 (100 frames). Illustrates various types of rugs, mats, and wall tapestries made by farm women and girls as one of the home industries. 71 cents.

Systems of crop farming for eastern Washington and northern Idaho; Series 266 (39 frames) supplements Washington Experiment Station Bulletin 244 and Idaho Experiment Station Bulletin 173. Illustrates profitable cropping systems,

including legumes for eastern Washington and northern Idaho. 35 cents.

The United States Rabbit Experiment Station; Series 268; (34 frames) supplements a mimeographed leaflet of the Bureau of Biological Survey (Bi 983). Illustrates the plant and also the operations of the United States Rabbit Experiment Station at Fontana, Calif. 35 cents.

The Marketing of Eggs in the United States; Series 271 (46 frames) supplements Farmers' Bulletin 1378, Marketing Eggs, and Circular 73, The Cold Storage of Eggs and Poultry. Illustrates various steps in the marketing of eggs. 35 cents.

Barberry eradication protects small-grain crops; Series 272 (39 frames) supplements Farmers' Bulletin 1544, Common Barberry and Black Stem Rust. Illustrates the relationship of common barberry to black stem rust and tells the story of the campaign that is being waged against rust-spreading. 35 cents.

Four localized film strips were completed in cooperation with county extension agents, specialists, and other extension workers. The photographs used were all local pictures, either selected or taken by the agents themselves. These series include:

Maryland—Dairy calf club work (35 frames).

Wyoming— 4-H club camps (26 frames).  
4-H club work (56 frames).  
4-H club in Johnson County (36 frames).

Information that will help the extension worker to organize film strips will be supplied upon request to the Office of Cooperative Extension Work.

## Louisiana Uses Motion Pictures

Motion pictures were used effectively in Louisiana's campaign for better dairy cows and improved pastures which brought together 10,000 farm men, women, and children. There were 72 meetings, which were conducted in connection with the campaign by R. A. Wasson, agronomist; E. W. Neasham, dairy specialist; and the cooperating county agricultural agents. Messrs. Wasson and Neasham reported that everyone present appeared to follow the pictures without difficulty and to get the lessons given by them. The showing of the pictures, they found, opened the way to the giving of personal suggestions and assistance to those present.

The county agricultural agents advertised the meetings and gave the titles of the pictures that were to be shown. At the meetings, the specialists illustrated their lectures with four reels on dairying and two reels on crops. After the pictures, the specialists answered questions and offered recommendations on pastures and dairying. The final number was the department's agricultural one-reel film, A Tale of Two Bulls.

By having their portable projector attached to a truck carrying a generator, the specialists had a dependable source of electric current throughout the campaign.

Eight new charts have been added to the series of four charts featuring good and bad posture, which was announced in the Extension Service Review for June, 1931. The new charts are entitled as follows: Energy Required for Various Postures, Posture When Waxing or Oiling Floors, Posture When Mopping, Posture When Wringing a Floor Mop, Modern Devices Save Energy, Method and Posture in Cleaning Floors and Rugs, Posture When Cleaning Windows, Posture When Working at Oven.

The series of 12 charts has been issued in booklet form and is available for free distribution to home demonstration agents by the Office of Cooperative Extension Work.



# 4-H ACHIEVEMENT

TO BE FEATURED IN NATION-WIDE CELEBRATION



**N**OVEMBER 7, 1931, has been dedicated to the second annual celebration of the achievements of boys' and girls' 4-H club members. The extension services of State agricultural colleges and the United States Department of Agriculture will feature 4-H achievement day in a joint Federal-State radio program to be broadcast from 12.30 to 1.30 p. m., eastern standard time, over a network of 51 stations associated with the National Broadcasting Co.



HELP TO CELEBRATE 4-H ACHIEVEMENT

TUNE IN ON THE NATIONAL 4-H ACHIEVEMENT

RADIO PROGRAM, NOVEMBER 7, 1931





*For the family more  
use must be made of milk, eggs,  
the vegetable garden, and fruits;  
for the stock there should be bet-  
ter pasture and hay, especially  
the abundant use of legumes.*

—SEAMAN A. KNAPP.

